Permit #F00033786

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00033786 **Type of Permit:** FILMING **Release Date:** 11/16/2010

Production Company NEED 'EM PRODUCTIONS

Insured Company Name NEED 'EM PRODUCTIONS

Contact Phone No. 1 323-363-4600
Contact Phone No. 2 310-740-4370
Fax 323-337-8318
Address 10808 NE SKIDMORE ST
PORTLAND, Oregon 97220

Production Title ADIDAS ORIGINAL

Type of Production Commercial - Standard

Producer SARAH GERSBACH

Director SARAH GERSBACH

1st AD SARAH GERSBACH

Production Manager SARAH GERSBACH

FilmL.A. Coordinator Joshua Mingo

Location Manager SARAH GERSBACH
Primary Phone Mobile - 323-363-4600
Secondary Phone Office - 323-363-4600

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

Posting 300	$69.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,089.00

Number of Locations 3

NOT A PERMIT

Permit #F00033786

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 1 of 3

Permit Number	F00033786	**Location Manager**	SARAH GERSBACH
Production Company	NEED 'EM PRODUCTIONS	Primary Phone	Mobile - 323-363-4600
Insured Company	NEED 'EM PRODUCTIONS	Secondary Phone	Office - 323-363-4600
Production Title	ADIDAS ORIGINAL		

Location Address 3255 W 4th St, Los Angeles, CA, 90020

Location Type Bowling alley

Location Description BOWLING ALLEY

Film Dates 11/17/2010 - 11/17/2010 08:00 - 18:00

Open or Closed to the Public Open

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Sarah Gersbach Needem891.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	15
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	20
Spot Check	1

Filming Activities Interior models against scenery; B-roll footage; Exterior models against scenery on sidewalk in front of location.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** A2

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

Posting "No Parking" signs 250' IN FRONT OF 3255 W. 4TH ST.
7AM-10PM

Approximate Footage 0 - 300 **Log Number** 6960

Date(s) 11/17/2010 to 11/17/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00033786
Production Company NEED 'EM PRODUCTIONS
Insured Company NEED 'EM PRODUCTIONS
Production Title ADIDAS ORIGINAL

Location Manager SARAH GERSBACH
Primary Phone Mobile - 323-363-4600
Secondary Phone Office - 323-363-4600

Location Address Shatto Recreation Center, Los Angeles, CA, 90020

Location Type Park

Film Dates 11/17/2010 - 11/17/2010 09:00 - 16:00

Open or Closed to the Public Closed

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	15
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	20

Filming Activities LOCATION CANCELED;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** A2

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE

Coordinator Note LOCATION CANCELED PER J. WHEELER ON 11/16/10, NO FEES DUE.

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00033786
Production Company NEED 'EM PRODUCTIONS
Insured Company NEED 'EM PRODUCTIONS
Production Title ADIDAS ORIGINAL

Location Manager SARAH GERSBACH
Primary Phone Mobile - 323-363-4600
Secondary Phone Office - 323-363-4600

Location Address 17167 Lisette St, Granada Hills, CA, 91344

Location Type Private Residence

Film Dates 11/19/2010 - 11/19/2010 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	15
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	20
Spot Check	1

Filming Activities Interior models against scenery; B-roll footage;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 481 **Grid:** C5

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NO PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and Representative

Permit #F00033786

I certify that I am a representative of SARAH GERSBACH ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and its employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through the Entertainment Industry Development Corporation of Southern California ("EIDC") for any city, county or through any other jurisdiction; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including EIDC and any city, county or other jurisdiction where EIDC operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing delivered to EIDC, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 6-21-10

SARAH GERSBACH / NEEDEM
Name of Principal

By: [signature]
Representative's Signature

SARAH GERSBACH
Print Representative's Name

PRODUCER
Representative's Title

10808 NE SKIDMORE ST.
PORTLAND OR. 97220
Principal's Address

323.363.4600
Principal's Telephone

Principal = Name of Company

Denise Wheeler
Film Permits Unlimited Inc.
Phone (818) 347-9929
Fax (818) 347-9784
Pager (818) 420-7052

Please sign and fax back

NO PERMIT